

TOWN OF MIAMI LAKES

Calendar of Events & Sponsorship Opportunities

Youth Activities Task Force



*For more information contact Town of Miami Lakes Programs Coordinator
Kristina Labossiere at (305) 698-9308 or by email at Labossierek@miamilakes-fl.gov
or visit www.miamilakes-fl.gov/yatf*

TOWN OF MIAMI LAKES

Youth Activities Task Force

CALENDAR OF EVENTS

The Youth Activities Task Force was created to explore the development of positive activities for the Town's youth. The committee focuses on youth oriented events as well as health and educational opportunities

The Youth Activities Task Force meets the first Wednesday of each month at 7:00 pm at Miami Lakes Town Hall located at 6601 Main Street in Room 106.

JUST RUN

*Tuesdays & Thursdays from
October 2016-April 2017*

HALLOWEEN

Saturday, October 29, 2016

MOVIES AT THE PARK

Fridays from November 2016-March 2017

BIKE RODEO

Saturday, March 18, 2017

SPRING FLING (EASTER EGG HUNT)

Saturday, April 15, 2017



Youth Activities Task Force

JUST RUN

DATE: October 2016 through April 2017

TIME: Tuesdays and Thursdays—4:30 pm to 5:30 pm

LOCATION: Miami Lakes Picnic Park West

15151 NW 82nd Avenue (Montrose Road), Miami Lakes

AUDIENCE: 100-200

Just Run® Miami Lakes is a year round program that encourages children ages 5 to 15 to exercise, eat healthy, and have fun. The program, in its 7th year, promotes good citizenship, pride in accomplishment, and family involvement. Participants will take part in a series of 5K runs through out the county and nutrition workshops led by local health institutions.

SPONSORSHIP LEVELS

GOLD SPONSOR: \$250, entitles sponsor to:

- Company logo on official t-shirt distributed to all participants
- Recognition in all print and media distribution, including company logo
- Recognition during program closing ceremonies
- Proud gold sponsor logo

Youth Activities Task Force

HALLOWEEN

DATE: Saturday, October 29, 2016

TIME: 5:00PM-10:00PM

LOCATION: Miami Lakes Picnic Park West

15151 NW 82nd Avenue (Montrose Road), Miami Lakes

AUDIENCE: 3000+

Nightmare on Montrose, the Town's annual Halloween event, features a costume contest, trick-or-treat-around-the-track, a scare zone, and pumpkin decorating!

SPONSORSHIP LEVELS

TITLE SPONSOR: \$2,500, entitles sponsor to:

- Naming rights for 2016 Halloween event (i.e. Your Company Name Nightmare on Montrose)
- Promotional booth space (10' x 10') at event and opportunity to display company banner
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud title sponsor logo

GOLD SPONSOR: \$1,000, entitles sponsor to:

- Promotional booth space (10' x 10') at event and opportunity to display company banner
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud gold sponsor logo

GOLD SPONSOR OPPORTUNITIES (Only One Available In Each Category)

- PUMPKIN DECORATING SPONSOR
- SCARE ZONE SPONSOR
- TRICK OR TREAT SPONSOR
- COSTUME CONTEST SPONSOR

SILVER SPONSOR: \$250, entitles sponsor to:

- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud silver sponsor logo

Youth Activities Task Force

MOVIES AT THE PARK

DATE: November 2016—March 2017 (Friday Nights)

Series of 8 movies

TIME: 7:30PM-10:00PM

LOCATION: Miami Lakes Picnic Park West

15151 NW 82nd Avenue (Montrose Road), Miami Lakes

AUDIENCE: 1000+

Movies in the Park has quickly become a family favorite in the Town. Families are welcome to bring picnic baskets, chairs, and blankets while watching popular movies under the stars.

SPONSORSHIP LEVELS

TITLE SPONSOR: \$10,000, series of (8) events, entitles sponsor to:

- Naming rights for Movies at the Park Series (i.e. Your Company Name Movies at the Park)
- Promotional booth space (10' x 10') at each event
- Opportunity to show sixty (60) second commercial before movie
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud title sponsor logo

GOLD SPONSOR: \$1,000/ movie, entitles sponsor to:

- Promotional booth space (10' x 10') at event and opportunity to display company banner
- Opportunity to display logo/flyer on screen for thirty (30) seconds
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud gold sponsor logo

SILVER SPONSOR: \$500/ movie, entitles sponsor to:

- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud silver sponsor logo

Youth Activities Task Force

BIKE RODEO

DATE: March 18, 2017

TIME: 10:00AM-1:00PM

LOCATION: Miami Lakes Picnic Park West

15151 NW 82nd Avenue (Montrose Road), Miami Lakes

AUDIENCE: 200 - 500

The Bike Rodeo & Safety Day event is one of the Committee's longest running events and is also considered one of the Town's special "Play Days in Miami Lakes" under the prestigious "Playful City USA" designation. This free event provides participating children with bicycle safety training and the opportunity to interact with various branches of law enforcement. In addition, there are local bike organizations providing important safety information, free helmets are given out to all participating children, a motorcycle demonstration, and an opportunity to win new bikes and other prizes. It is a fun, family event!

SPONSORSHIP LEVELS

TITLE SPONSOR: \$1,000, entitles sponsor to:

- Naming rights for 2017 Bike Rodeo event (i.e. Your Company Name Bike Rodeo)
- Promotional booth space (10' x 10') at event and opportunity to display company banner
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud title sponsor logo

GOLD SPONSOR: \$500, entitles sponsor to:

- Promotional booth space (10' x 10') at event and opportunity to display company banner
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud gold sponsor logo

SILVER SPONSOR: \$250, entitles sponsor to:

- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud silver sponsor logo

Youth Activities Task Force

SPRING FLING

DATE: April 15, 2017

TIME: 10:00AM-2:00PM

LOCATION: Miami Lakes Picnic Park West

15151 NW 82nd Avenue (Montrose Road), Miami Lakes

AUDIENCE: 3000+

Spring Fling is the Town's annual Easter Egg Hunt. Children are divided by age group and released into the field to have their pick of more than ten thousand candy or toy-filled eggs. This annual event also includes a petting zoo, food trucks and other fun activities for the entire family.

SPONSORSHIP LEVELS

TITLE SPONSOR: \$2,500, entitles sponsor to:

- Naming rights for 2017 Spring Fling event (i.e. Your Company Name Spring Fling)
- Promotional booth space (10' x 10') at event and opportunity to display company banner
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud title sponsor logo

GOLD SPONSOR: \$1,000, entitles sponsor to:

- Promotional booth space (10' x 10') at event and opportunity to display company banner
- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud gold sponsor logo

GOLD SPONSOR OPPORTUNITIES (Only One Available In Each Category)

- EASTER EGG HUNT SPONSOR
- PETTING ZOO SPONSOR

SILVER SPONSOR: \$250, entitles sponsor to:

- Recognition in all print and media distribution, including company logo
- Recognition during event
- Proud silver sponsor logo

TOWN OF MIAMI LAKES

Youth Activities Task Force

SPONSORSHIP REPLY FORM

Yes, I want to sponsor the following Youth Activities Task Force event(s):

Please circle sponsorship level:

Just Run, October 2016 - April 2017

GOLD

\$250

Halloween, October 29, 2016

TITLE	GOLD	SILVER
-------	------	--------

\$2,500	\$1,000	\$250
---------	---------	-------

Movies at the Park,

TITLE	GOLD	SILVER
-------	------	--------

- November 18, 2016
- December 2, 2016
- December 16, 2016
- January 6, 2017
- January 20, 2017
- February 3, 2017
- February 24, 2017
- March 3, 2017

\$10,000	\$1,000	\$500
----------	---------	-------

Bike Rodeo, March 18, 2017

TITLE	GOLD	SILVER
-------	------	--------

\$1,000	\$500	\$250
---------	-------	-------

Spring Fling, April 15, 2017

TITLE	GOLD	SILVER
-------	------	--------

\$2,500	\$1,000	\$250
---------	---------	-------

Organization Name: _____

Contact Person & Title: _____

Billing Address: _____

Phone Number: _____

Email Address: _____

Make checks payable to: Town of Miami Lakes c/o Special Events, 6601 Main Street, Miami Lakes, FL 33014 or return this form

via email to Labossierek@miamilakes-fl.gov.

Credit Card Type:   

Credit Card Number: _____ Security Code: _____

Expiration Date: _____ Billing Zip Code: _____

Signature: _____ Date: _____

For myself or individuals attending with me, as a vendor, using a facility and attending an event of the Town of Miami Lakes, I hereby waive any claim against the Town of Miami Lakes and it's agents, servants and employees hereafter arising from injuries sustained while participating in or using said facilities to myself or said individuals. I do covenant to indemnify, hold harmless and defend the said Town, its agents, servants and employees from any claim, damages on demand hereafter arising out of any injury to myself or said individuals regardless of whether such injury to said individual or to myself is caused in whole or in part by the negligence of said Town or by the negligence of the agents, servants and employees of the Town.